

What is claimed is:

1. A method of producing wallpaper in a retail location, comprising:
displaying a plurality of wallpaper designs in a manner suitable for consumer viewing;
receiving an order for a selected wallpaper design from the consumer; and
at the retail location, printing the selected wallpaper design onto a suitable substrate to thereby produce the wallpaper.
2. The method of claim 1 further comprising, before the receiving step, printing a sample of a selected wallpaper design for consumer use.
3. The method of claim 2 wherein the sample is printed at the retail location.
4. The method of claim 1 further comprising the step of calculating an amount of wallpaper required by the consumer based on room dimensions supplied by the consumer.
5. The method of claim 1 further comprising applying a protective layer to the substrate after the selected wallpaper design is printed thereon.
7. The method of claim 1 wherein the plurality of wallpaper designs are displayed in a book.
8. The method of claim 1 wherein the plurality of wallpaper designs are displayed on a video display unit that is in electrical communication with computer-readable medium containing stored digital images of the wallpaper design.
9. The method of claim 8 wherein the video display unit is a computer monitor provided in the retail location.

10. The method of claim 9 wherein the consumer orders the selected wallpaper design via a user-interface provided with the computer monitor.
11. The method of claim 8 wherein the video display unit is a computer monitor provided in a location remote from the retail location and access to the computer-readable medium containing the stored digital images of the design is via the Internet.
12. The method of claim 11 wherein the consumer orders the selected wallpaper design via the Internet.
13. The method of claim 1 wherein the consumer orders the selected wallpaper design through one or more of, a user interface, a direct interaction over a telecommunications device, an in-person consultation, an electronic communication, and a written communication.
14. The method of claim 1 wherein the printing can be accomplished by a printing technology selected from the group consisting of ink jet, piezoelectric, thermal, laser, impact, raster image processing, and embossing.
15. The method of claim 1 wherein the wallpaper is completed and available for consumer pick-up within an hour of receiving the order for the selected wallpaper design.
16. A computer-readable medium storing processor executable instructions operable to perform a method, the method comprising:
 - displaying a plurality of wallpaper designs in a manner suitable for customer viewing,
 - receiving an order for a selected wallpaper design from the consumer, and
 - printing, at the retail location, the selected wallpaper design onto a suitable substrate to thereby produce the wallpaper.

17. A system, comprising:
- a processor;
 - a memory operably connected to the processor, where the processor can access the memory; and
 - a logic operably connected to the processor, where the logic is configured to:
 - display a plurality of wallpaper designs in a manner suitable for customer viewing,
 - receive an order for a selected wallpaper design from the consumer, and
 - print, at the retail location, the selected wallpaper design onto a suitable substrate to thereby produce the wallpaper.
18. A system, comprising:
- means for displaying a plurality of wallpaper designs in a manner suitable for customer viewing,
 - means for receiving an order for a selected wallpaper design from the consumer, and
 - means for printing, at the retail location, the selected wallpaper design onto a substrate to thereby produce the wallpaper.